

- Coda Local Market Audience Studies -



Turn Local Market Insights Into Market Share.

When it comes to your local market, you're the expert. And you know how important it is to effectively position your newspaper's audience and its collective buying power to drive advertising sales. That's where we come in. **Coda** is an ROI-driven newspaper research and consulting firm that will help you turn local market insights into increased ad revenue and market share gains.

A *Coda Local Market Audience Study* measures the market coverage of your total audience across all your newspaper platforms – print, web, social, apps, video and e-newsletters. Collecting detailed information about the purchase profile of your readers for 30+ local advertising categories, the survey enables you to position your newspaper brand against other media in your market, including local TV, radio, magazines, shopping guides and competing newspapers.

You also have the flexibility to ask your market's consumers about specific advertisers – or advertising prospects – enabling you to create targeted sales strategies and presentations.

To leverage the data, a user-friendly reporting platform empowers your team to generate custom, on-demand sales stories for a full year after the survey results are in.

Plus, our newspaper industry experts will counsel, train and support you every step of the way, ensuring that your market survey has maximum sales utility.

It's easy and cost-effective to turn local market insights into market share. Let's talk.

Reports the market coverage of your total audience across all print and digital platforms

Showcases your competitive advantages versus local TV, radio, magazines and more

Measures 30+ local advertising categories, plus individual advertisers and prospects

Your custom reporting tool generates data-driven sales stories for one full year